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Gavel to gavel on RPC IV

Broadcasting Aug 24

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1975

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The Week in Brief

TOP OF THE WEEK

SPOT'S GOING OUT OF SIGHT ☐ Buying for national spot and local TV is barrelling along 13%-15% ahead of last year with this year possibly topping $3 billion mark. **PAGE 19.**

SPELLING CHASTISES ☐ Producer takes Hollywood production community to task for skyrocketing programing costs. He also warns against deserting the networks for new technologies. **PAGE 20.**

BACK TO SCHOOL ☐ CTAM prepares for its fifth annual conference—this one at Harvard—with a program that includes lessons in advertising, addressability and marketing. **PAGE 20.**

DEAL DONE ☐ Westinghouse-Teleprompter merger clears court hurdle and the $646-million deal is consummated in New York. **PAGE 21.**

ADULT BATTLEGROUND ☐ The announcement in Atlanta that *Playboy* has become 50% partner in Escapade cable programing service, puts it in head-to-head competition with the proposed PET network from *Penthouse*. **PAGE 22.**

SPECIAL REPORT

RPC IV ☐ The NAB's annual Radio Programing Conference posts record attendance in Chicago, but some complain sessions were boring. Exhibitors pleased with traffic. **PAGE 24.** Deregulation is a hot topic in Fowler speech and in workshop with Quello. **PAGE 25.** Format workshops cover the difference in radio. **PAGE 28.** News, information and talk tips. **PAGE 31.** Up to date on satellites and syndicators. **PAGE 34.** The latest in promotion and research. **PAGE 35.** Engineering courses. **PAGE 37.**

LAW & REGULATION

READYING FOR RIO ☐ U.S. selects delegation to November's Region 2 AM conference in Brazil. In meantime, it will try to work out differences with Cuba over high-power stations. **PAGE 38.**

MEDIA

GREATER VISIBILITY ☐ At Colorado conference, community broadcasters are told of the need to make themselves more of a force in the community and to work together. **PAGE 44.**

LATEST FROM M-G ☐ McGavren-Guild starts new national radio rep firm, Hillier, Newmark & Wechsler Radio Sales, set to begin Sept. 1. **PAGE 46.**

PROGRAMING

MATER MAD ☐ CBS executive complains that CBTV's Wildmon has not acted on his promise to allow his group's monitoring techniques to be examined. **PAGE47.**

GALAXY GROWS ☐ Turner Broadcasting is the latest to buy time on Hughes cable satellite. **PAGE 47.**

LEAPIN' LIZARDS ☐ Columbia Pictures and Rastar Films will donate proceeds from 'Annie' opening to help fund Public Broadcasting Service stations. **PAGE 48.**

NEW FILMWAYS HEAD ☐ Company chooses Gerald Armstrong as president and chief operating officer. **PAGE 49.**

JOURNALISM

MEDIA OPINIONS ☐ 'Washington Post' poll finds a love-hate relationship between the public and the media while 46% turn to network TV for explanations of difficult stories. **PAGE 50.**

1975

THE 'BROADCASTING' YEARS ☐ The third prime-time access rule was adopted by the FCC while NAB adopted the family viewing period at the urging of FCC Chairman Richard Wiley and CBS President Arthur Taylor. Fred Silverman moved from CBS to ABC to take over that network's programing duties. NBC introduced a late-night comedy show, *Saturday Night Live* and Home Box Office decided to distribute its programing to cable systems via satellite. **PAGE 53.**

PROFILE

BUYER WITH A BUSY BACKGROUND ☐ TBS's Rod Erickson has had a long and varied career in just about all phases of the media world. It's valuable training for the president of a firm that has billings of almost $100 million. **PAGE 79.**

Index to Departments							
Business Briefly	8	Closed Circuit	7	For the Record	57	News Beat	51
Changing Hands	44	Datebook	12	Intermedia	46	Open Mike	17
		Editorials	82	Monday Memo	10	Stock Index	40
		Fates & Fortunes	75	Monitor	48	Washington Watch	38

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RADAR reports network radio's latest ups, downs

ABC Information on top with newer networks showing growth

ABC Information has displaced ABC Contemporary as the top-ranked radio network among adults 12-plus, according to average audience ratings in the most recent RADAR report. ABC Contemporary also lost its top-ranking in average audience ratings among the high popular demographic, adults 18-34, this time to NBC's The Source. The newer networks, RKO Radio Network and Sheridan Broadcasting Network, reaped the biggest gains in per-broadcast listenership, but stayed about the same in their overall rank.

Just behind ABC Information among adults 12-plus is ABC Entertainment, which moved from third to second place during RADAR's spring rating period. Other rankings for this demographic: ABC Contemporary, third; NBC Radio Network, fourth (up from fifth), and CBS Radio Network fifth (down from fourth) in per-broadcast listenership from 6 a.m. to midnight, Monday through Sunday.

Ranking sixth through 10th in per-broadcast ratings among adults 12-plus were ABC-FM, Mutual Broadcasting System, The Source, RKO and Sheridan. ABC Contemporary suffered the biggest loss in listeners per broadcast during this rating, dropping nine percentage points. CBS suffered the second-largest drop of 5.8 points. RKO gained 28.5% in listeners per broadcast and Sheridan gained 20.2%.

In cumulative rank among adults 12-plus, NBC Radio leads the pack, followed by CBS, ABC Contemporary, ABC Information and ABC Entertainment in the top five and RKO, Mutual, ABC-FM, The Source and Sheridan, sixth through 10th. The biggest cumulative listenership gains in this category went to RKO, up 27.5%, and The Source, up 8.6. The biggest cumulative losses came from Mutual, down 5.1%, and ABC Contemporary, down 3.3%.

Trailing The Source among per-broadcast listeners 18-34 are ABC Contemporary, ABC-FM, RKO and ABC Entertainment in the top five and ABC Information, NBC Radio Network, Mutual, CBS, and Sheridan.

The biggest per-broadcast listenership gains among adults 18-34 came from RKO, up 45.1% and ABC Entertainment, up 21.1%. Losing the most per-broadcast listeners were ABC Contemporary, down 4.7%, and Mutual, down 3.4%.

ABC Contemporary took first place in cumulative listenership ratings among adults 18-34 and was followed by RKO, ABC-FM, The Source and NBC in the top five and ABC Information, ABC Entertainment, Mutual, CBS and Sheridan. The biggest cumulative listenership gains among adults 18-34 went to RKO, up 37.4%, and ABC Entertainment, up 10.3%. All other networks showed gains in cumulative listenership in this demographic.

ABC Entertainment ranks first in average per-broadcast listenership among adults 25-54. Trailing it are ABC Information, NBC, Mutual, and CBS in the top five and ABC Contemporary, ABC-FM, RKO, The Source and Sheridan. Showing the biggest per-broadcast listenership gains are Sheridan, up 32.1%, and ABC Entertainment, up 18.5%. Suffering the biggest losses were ABC Contemporary, down 20.3%, and The Source, down 8.1%.

NBC continues to rank first in cumulative listenership among adults 25-54. Following it are CBS, ABC Information, ABC Entertainment and Mutual in the top five and ABC Contemporary, RKO, ABC-FM, The Source and Sheridan. RKO and ABC Entertainment were the biggest gainers in cumulative listeners among adults 25-54, with a 23.3% gain for RKO and 7.2% gain for ABC Entertainment.

RADAR issues its surveys for radio network listenership twice each year, in the spring and fall. It tabulates one week's listening habits for 3,000 listeners and figures into its final calculations reports from each network on which programs cleared during a chosen week. It also monitors network clearances during that week.

In operation since 1969, RADAR is considered the most reliable survey of radio network listenership. Arbitron surveys network listenership but does not require network reports on programs cleared. RADAR is conducted by Statistical Research, a Westfield, N.J., firm.

Filmways picks Armstrong as new president

Filmways Inc.'s board of directors has named Gerald S. Armstrong the company's president and chief operating officer. Armstrong assumes the title of president from Richard L. Bloch, who will continue to serve as chairman and chief executive officer of Filmways.

Armstrong had joined the financially troubled company last year from Chase Manhattan Bank—a Filmways lender—where he had served as a senior vice president with the corporate banking unit. Before last week's announcement, Armstrong's position with Filmways had been executive vice president and chief operating officer.

The new president is credited with helping to strengthen the company's weak financial position.

The fiscal year that closed on Feb. 28 had been the worst in Filmways' history, with a net loss of $66.3 million posted on $141.5 million in revenues. Filmways Pictures, the former American International Pictures, which the company acquired in a 1979 merger, accounted for almost half the 1980 loss, with Grosset & Dunlap, Filmways' publishing arm, also losing money.

Ratings Roundup

A few more originals than usual were sprinkled among the repeats, but the TV network prime-time rankings for the week ended Aug. 16 were back to normal: CBS-TV was first, with an average 14.6 rating and 27.9 share, ABC-TV was second with 13.2/25.1 and NBC-TV was third with 11.9/22.5.

ABC's ***20/20*** was the only original broadcast to break into the top 20; it came in 12th with an 18.0/32, besting a repeat of CBS's ***Knots Landing*** (15.8/28) and the last hour of the NBC movie, part one of the first showing of "March or Die" (7.7/14).

Top-rated show of the week was a repeat of CBS's ***Dukes of Hazzard***, which turned in a 21.4/41 against the first hour of the initial showing of the ABC movie, "I Wanna Hold Your Hand" (9.2/18 for the two hours) and the first hour of part two of "March or Die" on NBC (9.5/18).

The originals tended to cluster in the ratings. ***ABC Monday Night Baseball***, the opening game of baseball's strike-created second season, ranked 38th with a 12.6/23; a CBS News special, ***The Cowboy, the Craftsman and the Ballerina***, was 39th with a 12.4/23 and a National Football League preseason game on CBS was 40th with 12.3/25.

ABC won Tuesday, Thursday and Saturday nights; CBS took Monday, Friday and Sunday; NBC took Wednesday. NBC had three nights with average ratings below 10 and shares below 20; Thursday, Friday and Saturday.

The First 20

1.	*Dukes of Hazzard*	CBS	21.4/41
2.	*M*A*S*H*	CBS	19.9/35
3.	*Trapper John, M.D.*	CBS	19.6/35
4.	*Three's Company*	ABC	19.8/35
5.	*Jeffersons*	CBS	19.7/34
6.	*Too Close For Comfort*	ABC	19.1/32
7.	*Fantasy Island*	ABC	18.0/30
8.	*House Calls*	CBS	18.8/32
9.	*Dallas*	CBS	18.4/36
10.	*60 Minutes*	CBS	18.3/39
11.	*Diff'rent Strokes*	NBC	18.2/33
12.	*20/20*	ABC	18.0/32
13.	*Facts of Life*	NBC	18.0/31
14.	*Love Boat*	ABC	17.9/35
15.	*Taxi*	ABC	17.7/32
16.	*Alice*	CBS	17.7/31
17.	*Quincy, M.E.*	NBC	16.2/29
18.	*Laverne & Shirley*	ABC	16.0/30
19.	*CHiPs*	NBC	15.8/31
20.	*Knots Landing*	CBS	15.8/28

The Final Five

65.	*Greatest Heroes of the Bible*	NBC	7.7/15
66.	*NBC Thursday Night Movie:* "March Or Die" (Part I)	NBC	7.7/14
67.	*Those Amazing Animals*	ABC	7.4/16
68.	*Sanford*	NBC	7.1/15
69.	*NBC Reports:* "Why Poland Makes Moscow Shudder" (S)	NBC	6.6/13

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